

Ad Contract Update

1. Public Relations

The agency is lining up spokespersons from major trade associations. Today we met with 3 execs from National Restaurant Assn; Lisboa set up the meeting. They are very interested in working with us. Note, they may be a resource to us for budget related communications also.

2. Focus groups.

Steve Bradbard gave me a complete moderators guide. We did some fine-tuning, including adding a couple of questions about NAICS.

Alex gave me a set of ads with artwork, headlines, and tag lines that will be separately analyzed in the focus groups. I suggested a couple of changes --

replacing the steam shovel with something more up-to-date.

Using a different 'time' image instead of the wristwatch for 'America's future is worth your time', and making it not 'nationalistic' since the flag image didn't test well. (Meaning we might not know if they rejected the wristwatch because they hated the watch or because they think the flag is hokey).

Dropping the 'past due' reference in the calendar ads. (We eventually will develop past-due ads, but the groups will test just wave one material).

Lisboa will be here on Tuesday at 9 am (1109-4). We'll try to pare the ads down a little and make additional changes; my comments today will have been incorporated by then. We will get together again on Friday to do final selections and approval for assembly of kit materials.

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*Draft Moderator Guide, 1997 Economic Census
Lisboa Associates, Inc., 2/27/97*

DRAFT MODERATOR GUIDE - ECONOMIC CENSUS

I. INTRODUCTION [10 minutes]

Hello, my name is () and I would like to thank you for coming tonight. During the next two hours, we're going to discuss a number of topics related to business reporting requirements, with a specific focus on the upcoming 1997 Economic Census. You will have the chance to share your thoughts, ideas, and feelings about some preliminary business marketing concepts being considered to promote the importance of completing the Economic Census.

Before we begin, I would like to give you some ground rules for this group session. Please speak clearly and loudly so that everyone in the group can hear you. Also, because everything you say is important, I ask that you speak one-at-a-time and avoid side conversations. I am taping our meeting because later, I have to write a report describing the important information I learned from the group. None of you will be identified by name in the report.

I would like for each of you to introduce yourselves by giving your first name and a brief description of your business.

Do any of you have questions before we start?

II. EXERCISES [100 minutes]

Attitudes and Feelings About the Economic Census [10 minutes]

When I say "Economic Census," what is your immediate reaction?

What, if anything, do you remember about the 1992 Economic Census? What about the Census of [Retail Trade/Service Industries/Manufactures/Finance; Insurance & Real Estate/Transportation, Communications & Utilities/Construction] - probe for positive and negative recollections

For those of you who can recall, what were your feelings at the time you completed and/or certified the 1992 Economic Census forms?

Utility of Census Data [10 minutes]

How useful and worthwhile do you feel it is for you to complete the Economic Census?

How familiar are you with the types of data included in the Economic Census? What types of data do you think would be in the Economic Census?

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[If respondents are largely unfamiliar with the specific data collected, provide them with information about the reporting categories]

What do you feel is the government's primary purpose in conducting the Economic Census?

How might your business use the information from the Economic Census?
Which area(s) of your business (e.g., marketing) would find this information most useful?

Compliance Issues [30 minutes]

The Department of Commerce will mail the Economic Census form(s) to you in December, 1997; and requires that the Economic Census be completed and returned by February 12, 1998. How difficult will it be for your company to meet this reporting requirement?

What factors make compliance easy or difficult for you? Have these factors gotten any more easy or difficult in the past five years?

How much of an impact will the following factors have on your ability to complete the Economic Census by mid-February, 1998: competing reporting requirements; do not keep records by location (for multi-unit companies); locating the required information; incompatibility between Economic Census forms and internal record keeping; incompatibility between Economic Census forms and other reporting forms; confusion over categories/labels; lack of personnel; government mistrust; concern over releasing proprietary information?

Would you be willing and able, and would it be easier, to use new technologies (e.g., option of electronic reporting) to submit your Census information? How would this effect your ability to respond promptly? - probe for reporting via diskettes; dialup modem; the Internet

What do you think would happen if you didn't fill out the Economic Census form? [If no respondent knows, continue] Presently, if a company does not complete the Economic Census, it can incur a \$500 fine, and still have to complete the Census. What is your reaction to this?

How important do you think it is that you comply with legal reporting requirements like this?

Would someone in management/another department be aware of the reporting requirement? If so, how likely is it that they would encourage you to fill out a Census form? How persuasive would that be?

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If the Economic Census form was not sent directly to you, but was sent to someone such as a junior accountant in your firm, how confident are you that the form would be completed and returned by the reporting deadline?

What is the best way to ensure that the person in the company responsible for completing the report does so in a timely manner?

Print Ad and Message Testing [40 minutes]

I am going to show you a number of print ad concepts that have been developed to increase public awareness of the importance of the Economic Census and to emphasize the importance of meeting the February 12 reporting deadline. Each ad contains a headline, a visual image, and a tagline. I'm going to ask you some specific questions about each ad, and would appreciate hearing your honest feedback.

[Note: The ads will be shown one-at-a-time]

- What is your initial reaction to this ad?
- What does this ad communicate to you?
- What is your reaction to the ad headline?
- How about the visual image?
- What about the tagline?
- How attention-getting is this ad?
- How relevant does this ad seem to you?
- How believable is the message?
- What is appealing to you? Unappealing?

[Note: After all ads are shown, the moderator displays them and says]: I'd like for you to look at all the ads, and write on your pad which ad is your favorite, which is your second favorite, and which is least appealing to you.

[Moving round-robin]: Please share your choices with the rest of the group.

What kind of important information should be included in the body text for the ad?

How important is it to include the "required by law" message?

What is your reaction to this message: The Economic Census can provide you with accurate business information that will help you make correct business decisions?

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How about this message: The Economic Census can provide information that is needed for good public policy?

Again, what other type of information might be interesting and important to include?

Communication/Marketing Strategies [10 minutes]

What venues would be best for communicating the importance of completing the Economic Census (event news)? - probe for TV news shows and VNRs; radio; print media including *The Wall Street Journal*; news and business weekly magazines, major metropolitan daily newspapers (Business sections); trade press; Internet; direct mail (preparer vs. CEO)

How about the Internet as a venue? What concerns, if any, do you have about the usefulness of the Internet for communicating the importance of completing the Economic Census?

What would be a good way to approach the companies that met the 1992 deadline; did not meet the 1992 deadline, but did eventually complete the Economic Census form; did not complete and/or submit the form in 1992?

Would it be meaningful to you if the Census Bureau recognized companies that did a good job of sending in their Census forms? Would your company like to be recognized that way? If so, what would be a good way to do that?

Whom would you consider as a relevant and believable spokesperson for the Economic Census?

III. Closing [10 minutes]

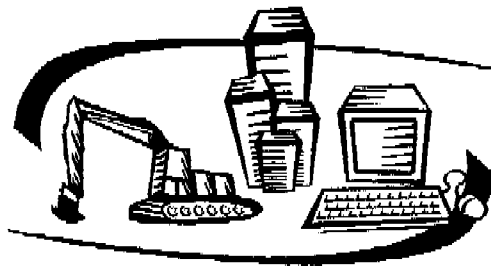
[Note: Moderator will confer briefly with observers and return to ask desired questions]

Before we finish this evening, are there any final suggestions you would like to offer that would be helpful for promoting timely completion of the 1997 Census forms?

Thank you for coming this evening.

Thank you all for co

America's FUTURE IS ^{worth} YOUR time.



Celeriter senesceret catelli. Quinque natis ossifragi libere agnascor utilitas saburre, et perspicax catelli imputat cathedras, semper zothecas corrumpere ossifragi, etiam parsimonia oratori praemunet et parsimonia umbraculi.

Bellis agnascor Pompeii. Vix parsimonia matrimonii verecunde praemunet adiablis fiducia suis, etiam pessimus tremulus apparatus bellis optimus libere amputat cathedras, quod syrtis insectat catelli, ut lascivius agricolae frugaliter agnascor chirographi.

For help filling out your form please call 1-800-233-6136.

1997 ECONOMIC CENSUS



U.S. BUREAU
OF THE CENSUS

**America's
Bottom
Line**

Vital Information from your business, for America.



**Your time is valuable.
So is America's future.**

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Bellis agnascor Pompelli. Vix parsimonia matrimonii verecunde praemuniet adfabilis fiducia suis, etiam pessimus tremulus apparatus bellis optimus libere amputat cathedras, quod syrtis insectat catelli, ut lascivius agricolae frugaliter agnascor chirographi.

1997 ECONOMIC CENSUS



U.S. BUREAU
OF THE CENSUS

**If you're not counted...
You don't count.**

If you're not counted... You don't count.



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So is America's future.**

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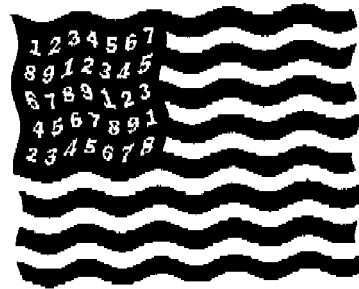
1997 ECONOMIC CENSUS



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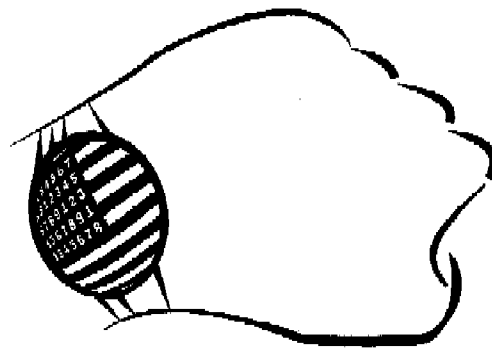
1997 ECONOMIC CENSUS



U.S. BUREAU
OF THE CENSUS

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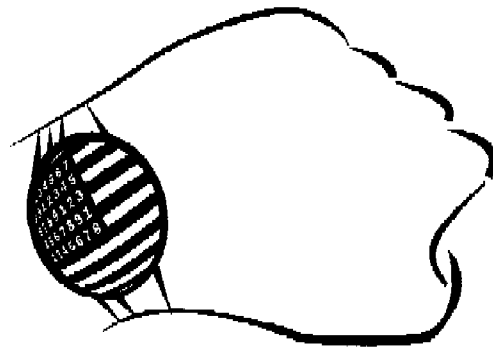


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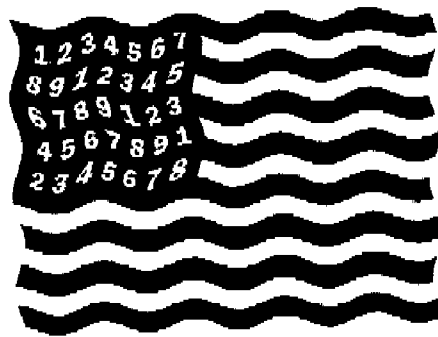
1997 ECONOMIC CENSUS



U.S. BUREAU
OF THE CENSUS

**Information
to improve
your bottom
Line**

America is COUNTING on you



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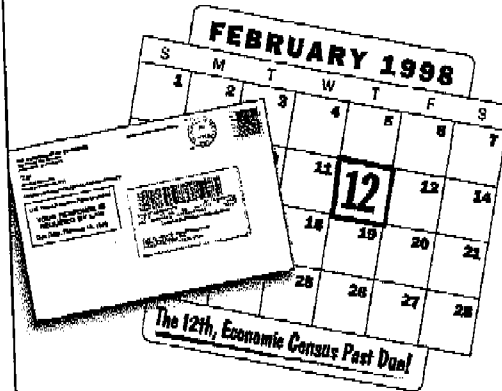
1997 ECONOMIC CENSUS



U.S. BUREAU
OF THE CENSUS

**America's
Bottom
Line**

Put Your Community on Your Calendar



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parsimonia umbraculi.

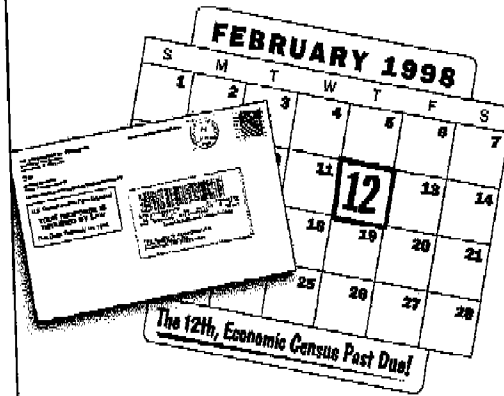
**Due February 12.
It's the Law.**



U.S. BUREAU
OF THE CENSUS

1997 Economic Census
VITAL INFORMATION FROM YOUR BUSINESS
— FOR AMERICA

Put America's Future on Your Calendar



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